



TNQ TOURISM FACTSHEET 4

Visitors who stayed in a holiday apartment/unit, Jan-Dec 2007

OBJECTIVES

This report profiles Tropical North Queensland (TNQ) visitors who stayed in a holiday apartment/unit. This factsheet forms part of a series of visitor profiles to TNQ. This research is funded by the Marine and Tropical Sciences Research Facility and James Cook University.

METHODOLOGY

The data presented in this factsheet draws on over 1,400 domestic and international visitor surveys collected over a 12-month period (2007) at the Cairns domestic airport. This data revealed that **16.3%** of visitors to TNQ stayed in holiday a apartment/unit, making it the third most popular accommodation type in TNQ.

LIMITATIONS

The data in this factsheet was collected through an English only survey at the airport, and therefore only captures visitors exiting the region via air. It does not report on visitors who exit the region via other transport modes. The data is also unable to report on where in TNQ the visitor stayed.



Photographs courtesy of "Cairns-on-a-CD", website:
www.cairnsonacd.com.au

HOLIDAY APARTMENT/UNIT VISITORS

The following data shows the percentage of all visitors to TNQ who stayed in a holiday apartment/unit.

Example: apartment or unit males ÷ total males = %

Gender

- 14.7% of all males & 17.4% of all females stayed in a holiday apartment/unit

Origin

- Domestic (23.3%), international (11.6%)
- New Zealand (47.6%), UK & Ireland (18.1%), Asia (9.7%) & Scandinavia (8.5%)

Age

- Under 20yrs (18.9%), 20-29yrs (11.4%), 30-39yrs (12.6%), 40-49yrs (24%), 50-59yrs (15.8%), 60-65yrs (20.6%) and over 65yrs (19.6%)

Occupation

- Retail (26.9%), domestic duties (22.2%), retired/semi-retired (20.6%), service industry (20.5%), office/clerical (17.6%), management (17.5%), self-employed (16.7%), tradesperson (16.7%), public service (13.8%) & professional (13.7%)

Travel Party

- Family with children (26.1%), relatives (20.4%), couple (18.4%), friends (15.2%), alone (7.8%) & tour group (5.8%)

Length of Stay (average)

- Overall apartment/unit (7.74 nights), domestic (8.01 nights) & international (7.40 nights)

Information about TNQ

- Been before (20.2%), TV documentary (19.6%), internet (18.8%), ads in print (18.8%), ads on TV/radio (18.2%), friends/family (17.9%), visitor information centre (16.4%), guide book (11.9%) & travel agent (10.8%)

Previous Visits to TNQ

- First time (15.2%), repeat visitor (18.6%)
- Domestic repeat visitor (19.7%), international repeat visitor (15.1%)

APARTMENT/UNIT VISITOR MOTIVATIONS

Table 1 reveals the overall motivations for travel to the region for visitors who stayed in a holiday apartment/unit (this is given as a mean value where 1=not at all important and 5=very important). The main motivation for visiting TNQ was to visit the Great Barrier Reef (GBR).

Table 1: Motivations for travel to the region (comparing overall mean of apartment/unit visitors and overall sample mean)

Motivations for travel	Mean	
	Apartment/ Unit Visitor	Overall Sample
Visit the GBR	4.14	4.26
Visit the rainforest	4.11	4.00
Rest & relax	4.07	3.89
Experience the natural environment	4.05	3.90
Climate	3.85	3.70
See Australian wildlife	3.83	3.82
Visit beaches	3.66	3.39
Price matched my budget	3.55	3.51
Spend time with family	3.42	3.13
Snorkelling & diving	3.38	3.55

VISITATION TO THE GBR AND RAINFOREST

The study found that **18.1%** of visitors who stayed in a holiday apartment/unit visited the Wet Tropics rainforest. By comparison, **14.8%** of visitors who stayed in a holiday apartment/unit visited the Great Barrier Reef.

The reasons given by 81.9% of holiday apartment/unit visitors who chose not to visit the rainforest included: preferred activities not available (33.3%), limited information (22.2%), high expense (17.9%), uninterested (16.7%) and lack of time (12.5%).

The reasons given by 85.2% of holiday apartment/unit visitors who chose not to visit the Great Barrier Reef included: reef too damaged (40%), no diving/snorkelling (31%), high expense (27.6%), been before (26%), limited swimming skills (25%), seasickness (22.9%), limited information (18.2%), uninterested (18.2%) and lack of time (14.4%).

RAINFOREST WALKING ACTIVITIES

Holiday apartment/unit visitors were asked to reflect on their level of interest in a number of rainforest walking activities (on a scale of 1 to 4, where 4 is very interested):

- short rainforest walk (up to 1hr; mean=3.39)
- up to 1 day guided walk (mean=2.21)
- up to 1 day unguided walk (mean=2.13)
- guided overnight walk (mean=1.81)
- unguided overnight walk (mean=1.57)

BUDGET & SATISFACTION

Visitors were asked to indicate the overall budget for their travel party for this trip (i.e. airfares, accommodation, tours and so on).

The overall average for all travellers was \$3,750 for 1.83 adults and 0.2 children. The averages for those staying in holiday apartments/ units were:

Overall average budget: **\$3,870**
(Holiday apartment/unit visitor) **2.24 adults**
0.33 children

Domestic average budget: **\$3,900**
(Holiday apartment/unit visitor) **2.14 adults**
0.37 children

International average budget: **\$3,856**
(Holiday apartment/unit visitor) **2.39 adults**
0.27 children

Visitors were asked to rate the overall quality of their visit to the region on a scale of 1 (not at all satisfactory) to 10 (highly satisfactory).

The overall average for all travellers was 8.46.

The averages for holiday apartment/unit visitors were:

Overall mean satisfaction: **8.59**
Domestic mean satisfaction: **8.45**
International mean satisfaction: **8.82**

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This data was extracted from the 2007 Tourist Exist Survey First Annual Report which provides more information and can be found at www.rirc.org.au